



## Lee, Hwa Jin

이 화 진

Research Fellow at The Institute for Industrial Policy Studies (IPS)

### RESEARCH AREAS

Brand Management, Brand Evaluation  
Marketing Strategy & Research  
Consumer Behavior, Design Policy

### TEACHING AREAS

Brand Evaluation  
Brand Management  
Marketing Research

### EDUCATION

Hankuk University of Foreign Studies | Graduate School of Business | Master's degree (Marketing Major)  
SungKyunKwan University | Graduate School of Business | Ph.D (Marketing Major)

### EXPERIENCE

2003. 04~2016.02: Senior Researcher for Brand and Design department,  
IPS(The Institute for Industrial Policy Studies)

2016. 03~Present: Vice President/Research Fellow, IPS(The Institute for Industrial Policy Studies)

### PUBLISHED JOURNALS

- Planning and Operations of Education Course on Branding, Design Brand Management Society, Vol. 2, Jul. 2005
- Effects of brand design change on consumers' emotional responses: focusing on brand attachment and temporal distance, Consumption Culture Study, Vol. 17(2), Aug. 2014

**AUTHORED BOOKS**

Co-author, Why Samsung Brand is Strong, Kim&Kim Books, Seoul, Korea(2010)

Co-author, 三星品牌為何強大: 三星的品牌管理策略, 天下雜誌, Taiwan(2011)

**AWARD AND CERTIFICATION**

May 2002 Survey Analyst

May 2015 Awarded for Excellent Dissertation at the Winter Symposium hosted by the Korean Consumption Culture Association

**RESEARCH HISTORY**

- Oct. 2003 Research on Ways to Enhance the Brand Value of the Nation and Companies (Ministry of Commerce, Industry and Energy, Korea Institute of Design Promotion), participating researcher
- Jul. 2004 Research on Ways to Enhance the Brand Value of the Nation and Companies (Ministry of Commerce, Industry and Energy, Korea Institute of Design Promotion), participating researcher
- Jul. 2004 Research on Ways to Improve and Derive Brand Value of KOSDAQ Listed Companies (KOSDAQ Listed Companies Association), participating researcher
- Nov. 2004 Research on Improving the National Brand Value of Korea (The Blue House), participating researcher
- Oct. 2005 Research on the Evaluation Standards of Best Trademark (Korean Intellectual Property Office), participating researcher
- Feb. 2006 Research on the Handling of POSCO's Redemption of Mistaken Severance Payment, participating researcher
- May 2006 Research on Entry into the Market through the Branding of Jeju Cosmetics (Jeju Hi-Tech Industry Development Center), participating researcher
- May 2006 Development of the MODEUN Pork Brand (Purina Korea), working-level manager
- Aug. 2006 Implementation of Brand Consulting (Purina Korea), participating Researcher
- June 2007 Research on Ways to Develop a Cooperative Brand for Health and Beauty Products of Jeju (Jeju Hi-Tech Industry Development Center), participating researcher
- Sep. 2007 Development of the Geochang Pork Brand (Purina Korea), working-level manager
- Aug. 2008 Development of Korean Business Case for Olympus, working-level manager
- Aug. 2008 The 1st Integrated Consulting Service Contract for the Development of Jeju's Exclusive Power Brand (Jeju Hi-Tech Industry Development Center, participating researcher
- Jul. 2008 Research on Methods for Enterprise-driven Improvement of the National Brand (Ministry of Knowledge Economy), working-level manager
- Mar. 2009 Brand Value Evaluation on Companies Participating in the Project for the Development of Global Brands for Small and Mid-sized Export

**RESEARCH HISTORY**

	Companies (Small and Medium Business Corporation), working-level manager
June 2009	The 2nd Integrated Consulting Service Contract for the Development of Jeju's Exclusive Power Brand (Jeju Hi-Tech Industry Development Center), participating researcher
Dec. 2009	Feasibility Analysis on the Deregulation of Eyewear Businesses' Entry into the Market (Korean Optometric Association), participating researcher
Dec. 2009	Research to Draft a Map of National and Industrial Brands (Presidential Council on Nation Branding, Ministry of Knowledge Economy, KOTRA), participating researcher
May 2010	Establishment of LIG Group's Brand Identity (LIG Holdings), working-level manager
June 2010	The 3rd Integrated Consulting Service Contract for the Development of Jeju's Exclusive Power Brand (Jeju Hi-Tech Industry Development Center), participating researcher
Oct. 2010	2010 Support Project for Consultation on Brand Management Diagnosis (Cheongju Chamber Commerce), working-level manager
Oct. 2010	2010 Support Project on Brand Development and IP Rights (Cheongju Chamber Commerce), working-level manager
Oct. 2010	Evaluation on the Image and Brand Asset Value of Yuhan Kimberly (Yuhan Kimberly, Ltd.), working-level manager
Oct. 2010	Research on the Effect of Yuhan Corporation's Corporate Image on the Business Performance of Yuhan Kimberly (Yuhan Corp.), working-level manager
Dec. 2010	Analysis on the Effects and Future Development Path of Seoul's Designation of World Design Capital 2010 (Seoul Metropolitan City), participating researcher
Dec. 2010	Diagnosis on Brand Image of KOGAS for the Purpose of Improving Awareness (Korea Gas Corporation), participating researcher
Sep. 2011	Research on the Establishment of the Asia Design Hub Center (Ministry of Knowledge Economy), participating researcher
Oct. 2011	Support Project for Brand Renewal and IP Rights (Cheongju Chamber Commerce), working-level manager
Oct. 2011	Project for the Creation of a Foundation for SME Marketing (Small and Medium Business Distribution Center), working-level manager
Dec. 2011	The 5th Research to Draft a Map of National and Industrial Brands (KOTRA), working-level manager
Dec. 2011	Research on the Diagnosis and Creation of an Innovative Image for Yuhan Kimberly (Yuhan Kimberly, Ltd.), working-level manager
Feb. 2011	Research on the Effect of KT Group Image on its Subsidiaries (Brand Major), participating researcher
Mar. 2012	Research on Brand Reinforcement Strategies (Koscom), working-level manager Evaluation on the Brand Value of Bestian Hospital (Bestian Medical Group), working-level manager
Mar. 2012	Evaluation on the Brand Value of KORAIL (Korean Railroad Corporation), working-level manager
May 2012	Research on Basic Design Strategies (Korea Institute of Design Promotion), working-level manager
Oct. 2012	Development of an Educational Course for Small and Mid-Sized Export Company Branding and Administration of Training (Small and medium Business Corporation), working-level manager
Dec. 2012	Research on Methods to Develop AT&D Korea (Korea Institute of Design Promotion), co-researcher
Dec. 2012	Support Project for the Exportation of Private Brands and Research on the Improvement of Overseas BPI Survey Model (KOTRA), working-level manager

**RESEARCH HISTORY**

- March 2013 Evaluation on the Brand Value of Gangnam-gu Office (Gangnam-gu Office), working-level manager
- March 2013 Evaluation on the Brand Value of KORAIL (Korean Railroad Corporation), working-level manager
- May 2013 Survey on the Changes in Brand Value of Exported Agricultural Products and Research to Derive Methods for Improvement (Korea Agro-Fisheries & Food Trade Corp.), participating researcher
- June 2013 Feasibility Study Following the Development of Positioning Strategies for the Dongdaemun Design Plaza (CDR), working-level manager
- Aug. 2013 Research to Establish Sustainable Visions for LIG (LIG) participating researcher
- Jan. 2014 Analysis on the Results of the Mapping of the National Brand and Korean-made Product Brands (KOTRA), participating researcher
- April. 2014 Diagnosis on POSCO Energy Brand (POSCO Energy), participating researcher
- Jan. 2015 Establishment of Marketing Strategies for the Support Project on Marketing Innovation (Small and Medium Business Distribution Center), working-level manager
- May 2015 Evaluation on the Brand Power of KORAIL (Korean Railroad Corporation), working-level manager
- May 2015 Research on the Brand Value Evaluation of Hyundai Elevator (Hyundai Elevator Co., Ltd.), working-level manager
- Aug. 2015 Consultation on Brand Strategies for Animal Fee (Cargill Purina Korea), working-level manager
- Aug. 2015 Development of Brand Evaluation Index for KORAIL (Korean Railroad Corporation), working-level manager
- Oct. 2015 Establishment of Operations Plans and Construction of a Region-Specific Design Center (Jeonbuk Provincial Government), participating researcher
- Dec. 2015 Establishment of Marketing Strategies for the Support Project on Marketing Innovation (Small and Medium Business Distribution Center), working-level manager
- Jan. 2016 Research on the Brand Value Evaluation of the 'U:US' Brand (Moon International), working-level manager
- Sep. 2016 Survey on the Effects of Cultural•Arts Related CSR Activities by Companies (Ministry of Culture, Sports and Tourism), participating researcher
- Dec. 2016 Establishment of Sales Strategies for Initial Products Created through the 2016 Marketing Support Project (Small and Medium Business Distribution Center), working-level manager
- Dec. 2016 Evaluation of Samsung Insurance's Corporate Brand Value (Samsung Fire & Marine Insurance), working-level manager
- Jan. 2017 Research on the Brand Evaluation by Internal•External Customers of KORAIL (Korean Railroad Corporation), working-level manager
- July. 2017 Establishment of Means to Disseminate Information on Youth-friendly Hidden Champions (Ministry of Employment and Labor), participating researcher
- July. 2017 Research on the Measuring the Influence and Efficacy of Promotional Activities of the Police (National Police Agency), working-level manager
- Oct. 2017 A Survey on the Value of Agri-Food Export Brands(Korea Agriculture and Fisheries Food Distribution Corporation), working level manager
- Nov. 2017 A Study on the Recognition and Effectiveness of Lava Seawater Certification Brand(Jeju Techno Park), participating researcher
- Nov. 2017 A Study on Brand Power Evaluation for Renewal of KORAIL Brand Management Strategy(Korea

**RESEARCH HISTORY**

	Railroad Corporation), working-level manager
Dec. 2017	Evaluation of Samsung Insurance's Corporate Brand Value (Samsung Fire & Marine Insurance), working-level manager
Dec. 2017	A Study on Operation and Public Relations to Increase Recognition of Jeju Product Certification (JQ) System(Jeju Business Agency), participating researcher
Dec. 2017	A Study on the BBQ Theme Park Creation Project(Fair Value Appraisal Board Office), working-level Manager
Feb. 2018	A Study on the Establishment of Empirical Evidence for Supporting Design Innovation Companies(KIDP), working-level Manager
April 2018	A Survey on Theme Parks and Camping Sites in Korea(Fair Value Appraisal Board Office), working- level Manager
April 2018	Synhup Brand Strategy Consulting Study(Synhup), working- level Manager
May 2018	A Study on 'Ildong Pharmaceutical, Aronamine Brand Valuation' (Ildong Pharmaceutical Co.), working-level Manager
May 2018	A Study on the Brand Value of the National Palace Museum(Cultural Heritage Administration the National Palace Museum), working-level Manager
June 2018	A Study on the Innisfree Collection Foundation's AwarenessInvestigation and Awareness Promotion Plan (Innisfree Moum Foundation), working-level Manager
Oct. 2018	A Study on Effect Analysis of DDP(Seoul Design Foundation), participating researcher
Oct. 2018	Andong Brand Value Assessment Study(Andong City), working-level Manager
Oct. 2018	KORAIL Brand Power Evaluation Study(KORAIL), working-level Manager
Nov. 2018	Evaluation of Samsung Insurance's Corporate Brand Value(Samsung Fire & Marine Insurance), working-level manager
Nov. 2018	A Study on the Planning of New Business for the Design Manpower Training Project(KIDP), working-level manager
Jan. 2019	Assess corporate brand asset value impairment(Seoul Central District Court), working-level manager
March 2019	A Study on the Analysis, Selection, and Management Improvement Plan of Small and Medium Enterprises (Ministry of Employment and Labor), working-level manager
May 2019	Style Industry Advancement Study(KIDP), participating researcher
May 2019	A study on ways to enhance brand value through major activities of the police(National Police Agency), working-level manager
June 2019	A Study on the Valuation of Folk Valley Brand(Pukyong Pork Combination), working-level manager
June 2019	A Study on the Comprehensive Performance Analysis and Spread of Performance of Creative Innovation-type Design Advanced Human Resources Training Project(KIDP), working-level manager
June 2019	A Study on the Operation and Development of Joint Brand Development and Promotion Projects(Small and Medium Business Distribution Center), working-level manager
Oct. 2019	Performance analysis of projects to foster promising companies for design Innovation(KIDP), working-level manager
Oct. 2019	KORAIL Brand Power Assessment(KORAIL), working-level manager
Feb. 2020	A Study on Design Support Policy to Strengthen Competitiveness of Manufacturing Companies

## RESEARCH HISTORY

	in Response to the Fourth Industrial Revolution (Incheon Techno Park), participating researcher
April. 2020	Korea Land and Housing Corporation See: Real Brand Valuation(LH), working-level manager
June 2020	A Study on Style Tech Industry Trends(KIDP), participating researcher
July 2020	SKY72 valuation of intangible assets(SKY72), working-level manager
Nov 2020	A Study on the Recognition of Jeju Cosmetics Certified Brand Jeju Techno Park, participating researcher